



TAM 2017 ANNUAL MEETING SCHEDULE

TUESDAY, APRIL 4, 2017

- 8:00 am** Exhibit Hall opens for exhibitor load in (@ Abilene Civic Center Exhibit Hall)
- 9:00 am – 5:00 pm** Registration Open (@ MCM Elegante Suites)
- 11:30 am – 1:00 pm** Museum Hack workshop 1 (@ Grace Museum)
1:15 pm – 2:45 pm Museum Hack workshop 2 (@ Grace Museum)
3:00 pm – 4:30 pm Museum Hack workshop 3 (@ Grace Museum)
- 3:30 pm – 5:00 pm** “Emerging Voices” graduate student poster session (@ MCM Elegante Suites)
- 4:00 pm** TAM Council Meeting (@ MCM Elegante Suites)
- 5:00 pm – 6:00 pm** Mentor / Mentee Meet Up (@ MCM Elegante Suites)
- 5:15 pm** Buses start loading at hotels and leave for Frontier Texas!
- 6:00 pm – 9:00 pm** Opening Night Event at Frontier Texas!
- 6:30 pm – 8:30 pm** Executive Director Dinner (@ Grace Museum)
Innovations and Challenges: Engaging our Museums
Bonnie Pitman, Distinguished Scholar in Residence, University of Texas at Dallas, former Eugene McDermott Director of the Dallas Museum of Art.
Cost: \$60. By invitation only. Pre-registration required.
Please note: Self-transportation required; TAM will not provide buses to/from this event.
- 9:30 pm** “Unconferenced Superlite” Bar Session (@MCM Elegante Suites)
- 11:00 pm** Exhibit Hall Closes (for exhibitors) (@ Abilene Civic Center)

WEDNESDAY, APRIL 5, 2017

- 6:00 am** **Exhibit Hall opens (to staff, exhibitors & vendors) (@ Abilene Civic Center)**
- 7:00 am** **Trolleys start running between hotels and Abilene Civic Center**
- 7:30 am – 5:00 pm** **Registration (@ Abilene Civic Center)**
- 7:30 am** **Exhibit Hall opens (to attendees) (@Abilene Civic Center)**
- 7:30 am – 8:30 am** **Breakfast in Exhibit Hall (@ Abilene Civic Center)**

7:30 am – 9:00 am **Longneck Breakfast at Abilene Zoo**

Get a wild start to the day! The zoo will wake the giraffe herd early to join you for the most important meal of the day. Feed yourself a continental breakfast and feed the animals some greens.

Zoos and Museums are similar beasts: Membership/Education/Guest Experiences Idea Fair – The zoo's team will share materials, experiences and animal instincts about programs you can implement in your own habitat.

Cost: \$25. Pre-registration required.

Please note:

1. This program will involve extensive walking and standing.
2. Self-transportation required; TAM will not provide buses to/from this excursion.
3. This program overlaps with the first session (8:30-9:45 am) on Wednesday. For those participating, there will be ample time to return to the Civic Center for the second session of the morning (10:15-11:30 am).

8:30 am – 9:45 am **Sessions**

(A) Executive Director's Round Table

Conference Center 1 – Abilene Civic Center

What are the challenges facing Executive Directors of museums these days? Let's talk with them and find out! Big picture topics such as long-term facilities care, personnel matters, financial management, and career arcs are best discussed with professional peers who deal with similar questions. Join us for a session of straight talk about things that matter to the chief administrators and executive leaders of Texas museums.

Chair:

Bonnie Pitman, Distinguished Scholar in Residence, Edith O'Donnell Institute of Art History, University of Texas at Dallas

Presenters:

Daniel Schlegel, Executive Director, Scurry County Museum, Snyder

Douglas Price, Executive Director, Brenham Heritage Museum, Brenham

Laura Moore, Executive Director, The Grace Museum, Abilene

(C/R) Partnerships Between Museums and Libraries to Digitize Local Content

LIVE STREAMING SESSION

Conference Center 2 – Abilene Civic Center

This session will highlight the benefits of partnerships between libraries, museums and other cultural heritage organizations to digitize local and regional history collections, based on the experience of the Abilene Library Consortium's efforts over the past eight years in building the West Texas Digital Archives (wtta.alc.org), a grant-funded online repository containing more than 1200,000 items of unique historical content from Abilene, Texas and the surrounding region.

Presenting Chair:

Eddy Smith, Executive Director, Abilene Library Consortium, Abilene

Presenters:

Erika Parker, Collections Manager, The Grace Museum, Abilene

Molly Sauder, Archivist/Librarian, The Old Jail Art Center, Albany

9:45 am – 10:15 am Break

10:15 am – 11:30 am Sessions

(C/A) Demystifying Insurance Jargon

Upstairs Conference Room – Abilene Civic Center

Loan Agreements are becoming increasingly complicated and heavily negotiated documents with lenders. What does Absolute Liability mean to my museum? Why do lenders require being listed as Additional Insured? What is Current Market Value and are appraisals required for art insurance coverage? This session will delve into the important insurance terminology we deal with in our agreements and in our negotiations. We will discuss how to use these terms accurately and effectively, and offer best practices to ensure your collections and loans are covered correctly.

Chair:

Gabriela Truly, Director of Collections and Exhibitions, Blanton Museum of Art, Austin

Presenters:

Adrienne Reid, Vice President, Huntington T. Block Insurance Agency, Houston

Meredith Meuwly, Director, Heritage Auctions Appraisal Services, Inc., Dallas

Julie Bakke, Chief Registrar, Museum of Fine Arts, Houston, Houston

(ED) Super-Size Relevance: Using the Popularity of STEM & STEAM to Engage Communities

LIVE STREAMING SESSION

Conference Center 2 – Abilene Civic Center

The popularity of STEM or STEAM, which integrates the arts into science, technology, engineering and math, may be one solution to the ongoing conversation around relevance that so many museums and libraries are having. STEM/STEAM programming enables museums and libraries to gain greater attendance for educational science and technology classes/events than previous years. Better marketing is not the simple answer. The difference is having better conversations within your community, especially within population segments readily clamoring for greater STEM/STEAM offerings, and building collaborative partnerships with area museums and libraries.

Presenting Chair:

Tre Colvin, Senior Librarian, Adult Services, Frisco Public Library, Frisco

Presenters:

Elaina Cunningham, Associate Director for Community Engagement, Panhandle-Plains Historical Museum, Canyon

Rachel Yzaguirre, Grants Librarian, Plano Public Library System, Plano

(A) Succession Plans and Why We Need Them (Intermed.) **Conference Center 1 – Abilene Civic Center**

It will happen. One day the museum's executive director will resign. Whether that person is retiring, accepting a new position at another museum, exploring a new career path or scaling back to spend more time with family, the effect on staff and board is the same. NOW WHAT? How do you deal with the loss of leadership that leaves a void at the top? Often it is necessary to reassure your stakeholders – board, members, donors -- that the organization remains stable, even though the corner office is temporarily empty. Who takes over in the interim? Sometimes it is necessary to work with staff to avoid a "loyalty exodus" after the departure of a beloved leader. These challenges are real but are made manageable with a sound succession plan. At a time of leadership succession, opportunities for positive institutional change often present themselves. Learn how to take advantage of positive change, prepare your stakeholders for leadership transition, navigate the inevitable bumps in the road and develop a sound written succession plan.

Chair:

Houston McGaugh, Director, Star of the Republic Museum, Washington

Presenters:

Candace Tangorra Matelic, PhD., Principal, CTM Professional Services, Fort Worth

Melissa Prycer, Executive Director, Dallas Heritage Village, Dallas

Ruth Ann Rugg, Director of Special Projects, Texas Association of Museums, Fort Worth

11:30 am – 11:45 am **Break**

11:45 am – 1:30 pm **LUNCH**
Keynote
President's Award

1:30 pm – 1:45 pm **Break**

1:45 pm – 3:00 pm **Sessions**

(R) Making the Match: Building Relationships with Local Foundations (Intermed.)

LIVE STREAMING SESSION

Conference Center 2 – Abilene Civic Center

With perspectives from both local foundation representatives and museum fundraising professionals, this session will address the current climate for museums seeking funding from local foundations. While local foundations often support museums and other cultural organizations, how do you find the right match for your museum? How do museums and local foundations articulate their expectations for the support and the benefit each receives? Discussion will answer questions such as how to establish and maintain a relationship with a local foundation and how to make the ask. Constructive examples of local foundation support for museums will also be presented. In addition, the session will allow a generous period of time for Q&A.

Chair:

Kathy Shannon, Executive Director, Permian Basin Petroleum Museum, Midland

Presenters:

Heather Hocker, Grants Administrator, The CH Foundation, Lubbock

Jane Beard, Grants Administrator, Dian Graves Owen Foundation, Abilene

Katie Alford, President/CEO, Community Foundation of Abilene, Abilene

(C) Ask the Conservators

Upstairs Conference Room– Abilene Civic Center

We are NOT conservators, yet we often have to deal immediately with issues in our collections. Learn important steps you can take to assist in the care, handling and preservation of your collection. Also, learn the language and details you should use/have on hand when you reach out to a conservator, so they can better understand your issue and help you. This double session will begin with a general discussion about the process of preparing to hire a conservator, some tips and advice to help you with the most common issues we face with our collections, such as dust, acidic packing materials, old housing, etc. The second part will be market-place of ideas style with a table with each conservator for attendees to approach with specific questions within their discipline.

This session is endorsed by CMC, the Collections Managers Committee Affinity Group.

Presenting Chair:

Gabriela Truly, Director of Collections and Exhibitions, Blanton Museum of Art, Austin

Presenters:

Cheryl Carrabba, Paper Conservator, Carrabba Conservation, Austin

Melanie Sanford, Textile Conservator, Textile Preservation Services of Texas, Allen

Maria Sheets, Objects Conservator, Maria Valentina Sheets Conservation, Carrollton

Anne Zanikos, Paintings Conservator, Anne Zanikos Art Conservation, San Antonio

(ED) School Outreach by Small Museums

Conference Center 1 – Abilene Civic Center

Is your small museum seeking a way to develop a meaningful, financially viable and sustainable presence in your community schools? Are you interested in growing your on-site programming and membership through a relationship with local students and their families? This session will provide successful examples of how three small Texas museums (history, fine art and science) created mutually beneficial school outreach programs for the communities they serve. Specific topics will include: identifying goals/writing a program mission, allocating and advocating for resources (staff and financial), marketing and advertising choices and the importance of community feedback and evaluation.

Presenting Chair:

Erin Whitmore, Director of Education, The Old Jail Art Center, Albany

Presenters:

Daniel Schlegel, Director, Scurry County Museum, Snyder

Stacie Hanna, Director of Education & Marketing, Permian Basin Petroleum Museum, Midland

3:00 pm – 4:00 pm Exhibit Hall Opening Reception

4:00 pm – 4:15 pm Break

4:15 pm – 5:00 pm Affinity Group Meetings (@ Abilene Civic Center)

AAG – Art Affinity Group

CMC – Collections Managers Committee

Upstairs Conference Room

Conference Center 1

DivCom – Diversity Committee
HSHAG – Historic Sites & House Affinity Group
IPAG – Independent Professionals Group
M&M – Marketing/PR & Media Affinity Group
MELT – Museum Emerging Leaders of Texas
TAMEC – TAM Educators’ Committee

Upstairs Conference Room
Upstairs Mtg Room 205/206
Conference Center 2
Upstairs Mtg Room 207/208
Conference Center 2
Red Carpet Lobby

- 5:00 pm** **Exhibit Hall close for the day (@ Abilene Civic Center)**
- 5:00 pm** **Last trolleys leave Abilene Civic Center to return to hotels**
- 5:30 pm** **Buses start loading at hotels and leave for downtown Abilene evening event**
- 6:00 pm – 10:00 pm** **Downtown Abilene Party**

THURSDAY, APRIL 6, 2017

- 6:00 am** **Exhibit Hall opens (to staff, exhibitors & vendors) (@ Abilene Civic Center)**
- 7:00 am** **Trolleys start running between hotels and Abilene Civic Center**
- 7:30 am – 5:00 pm** **Registration Desk Open (@ Abilene Civic Center)**
- 7:30 am** **Exhibit Hall Opens (to attendees) (@Abilene Civic Center)**
- 7:30 am – 8:30 am** **Breakfast in Exhibit Hall**
- 8:30 am – 9:45 am** **Sessions**

(R) From a Tweet to Acts of God: When Your Brand Goes Bonkers

LIVE STREAMING SESSION

Conference Center 2 – Abilene Civic Center

From the safety of our desks, the essence of what fuels our brand should be neatly summarized by our brand standards and core values. But in the real world, it is much messier. Patrons, partners and the media experience our brand as a tweet, an experience at the front desk, an off-handed remark by a staffer or volunteer, or an experience on site at a special event, fundraiser or exhibit. The hard, cold reality is that your brand is as your brand does. With expertise both from within and outside of museum walls, presenters will discuss some of the most vulnerable and unpredictable aspects of a museum's brand from social media to visitor services to journalists, providing real-world case studies and strategies to address these areas in meaningful and sustainable ways. To submit questions before and during the session, use #BrandsGoBonkers on Facebook or Twitter.

This session is endorsed by M&M, the Marketing/PR and Media Affinity Group.

Presenting Chair:

David Wyatt, Business Director/Co-Founder, Wyatt Brand, Austin

Presenters:

Victoria Corcoran, Principal/Founder, Corcoran & Co., Austin

Alie Cline, Digital Content Strategist, Blanton Museum of Art, Austin

(E/C) Social Media in Collections and Exhibitions

Conference Center 1 – Abilene Civic Center

Museums are increasingly turning to social media to promote collections and exhibitions and as a tool for informal learning. We are excited to show off our latest artifact, but it isn't always that simple. New platforms and campaigns are created at a rapid pace. What all is possible versus what is appropriate? What does a successful social media strategy involve? How might existing museum policies need to be adjusted for this new digital interaction? This session will address such current concerns with real examples and practical solutions.

Presenting Chair:

Krishna Shenoy, Librarian/Archivist, The Sixth Floor Museum at Dealey Plaza, Dallas

Presenters:

Amy Kelly, Registrar/Collections Manager, The Old Jail Art Center, Albany

Koven Smith, Director of Digital Adaptation, Blanton Museum of Art, Austin

(A) Mission Creep

Conference Center 3 – Abilene Civic Center

When a museum develops programs, accepts collection items, designs exhibitions and pursues other activities that seem outside its stated mission, it is called "mission creep." Sometimes it's a slow unconscious evolution over time or an intentional decision based on changing audience demographics or needs. Mission creep can either divert and drain staff time and financial resources, or enhance the museum's relevancy and community involvement. How do museums avoid unintentional mission creep, what are the signs? And when might it be justified? Is high attendance at an extremely popular event enough of a reason to push the envelope? What's the tipping point when the changing role of a museum warrants a close examination and, possibly, a rewrite of the mission? Any discussion of "mission creep" requires an examination of what makes for a strong mission statement and an understanding of the community that supports the museum. Consider these issues and questions with a panel of experts who have successfully managed "mission creep" in their work.

Presenting Chair:

Johnny Robertson, Principal, Robertson Museum Projects, Roanoke

Presenters:

Julie Hart, Senior Director, Standards & Excellence Programs, American Alliance of Museums, Arlington, VA

Stacie Hanna, Director of Education & Marketing, Permian Basin Petroleum Museum, Midland

Rebekah Coleman, Curator of Education, San Angelo Museum of Fine Arts, San Angelo

9:45 am – 10:15 am Break

10:15 am – 11:30 am Sessions

(A) Concealed/Open Carry of Firearms in Museums

Conference Center 2 – Abilene Civic Center

LIVE STREAMING SESSION

This session will cover the Texas Concealed/Open Carry firearms information as it pertains to museums. There will be discussions on how the Texas Concealed/Open Carry laws affect museums. The session will have speakers from three different perspectives including case studies. The perspectives will be from law enforcement officials, museum spokesperson from those that already have this law in effect, and museum spokesperson from a children's museum.

Chair:

Kathy Shannon, Executive Director, Permian Basin Petroleum Museum, Midland

Presenters:

Jim Hodgson, Executive Director, Fort Worth Aviation Museum, Fort Worth

Debbie Lillick, Executive Director, National Center for Children's Illustrated Literature, Abilene
Local Law Enforcement

(ED) Programming with Accessibility in Mind

Conference Center 3 – Abilene Civic Center

This session will provide examples of ways that programming can be designed to accommodate for a variety of ability levels, using methods including Universal Design for Learning. Not all programming for people with disabilities needs to be uniquely developed for that audience; often all people can be included with forethought into the program during the planning stages. Your guests will all benefit from a museum culture where all people are considered when designing programs. Pick up tips and tricks for broadening your audience and making your programming accessible from museums who have done just that.

This session is endorsed by TAMEC, the TAM Educator's Committee Affinity Group.

Presenting Chair:

Sarah Coles, Education Director, Corpus Christi Museum of Science and History, Corpus Christi

Presenters:

Susan Rowe, Heritage Education Program Manager, Lubbock Lake Landmark, Lubbock

(E) Integrating Technology into Exhibits: Real Examples from the Field (Advanced)

Conference Center 1 – Abilene Civic Center

We've been telling each other for years that our exhibit audiences want to make choices, contribute ideas and even do something fun. But can museums do this while competing against the newest fads in technology like Pokémon Go? How can technology enhance exhibit narratives and actively engage audiences, without supplanting historical and cultural authenticity? And, let's be real – how do most of us afford this stuff?

Join our panel of exhibit professionals as we explore these questions and more. We'll share the highlights and pitfalls from our projects (all done on a budget) and let you try them out. Play an educational mini-game! Navigate a virtual historic landscape! Judge our attempts to augment reality!

This session is endorsed by IPAG, the Independent Professionals Affinity Group.

Chair:

Tricia Blakistone, Program Specialist, Museum Services, Texas Historical Commission, Austin

Presenters:

Angela Davis, Project Lead, Musework Exhibits, Austin

Tray Duncan, Technology Lead, Musework Exhibits, Austin

Sarah Lisle, Director of Interpretation, Arabia Mountain Heritage Area Alliance, Atlanta, GA

11:30 am – 11:45 am Break

**11:45 am – 1:30 pm Lunch
Keynote**

“Engaging with New Audiences”

Times are changing, as are our audiences. Building audiences for your museum is a complex responsibility. Identification of key strategies for interpretation, collaborations and partnerships and new program initiatives is essential for this work.

Speaker: *Bonnie Pitman*, Distinguished Scholar in Residence, University of Texas at Dallas, former Eugene McDermott Director of the Dallas Museum of Art

Jack Nokes Outstanding Service Award

1:30 pm – 1:45 pm Break

1:45 pm – 3:00 pm Sessions

(C) In the Infamous Words of Richard Dawson:

“And the Survey Says!” – iPad for Everyone!

Conference Center 1 – Abilene Civic Center

iPads are fast becoming indispensable tools for Registrars, Collections Managers and Art Handlers for condition reporting, documenting installations, unpacking and crating. The iPad’s portability, daylong battery life and built-in cellular connection, not to mention the broad selection of apps, make it an amazing tool. The Museum of Texas Tech University created their own Condition Report on FileMaker Pro 14. How easy is it to use? How expensive was it? What are the advantages of the digital condition report, of using the iPads for it? How does the iPad increase efficiency? We will discuss the answers to these and many other questions to explore this and other uses for digital technology in collections.

Presenting Chair:

Terri Carnes, Registrar, Museum of Texas Tech University, Lubbock

Presenters:

Cynthia Lopez, Director, Mission Historical Museum, Mission

Tobin Brannan, Events & Operations Coordinator, Museum of Texas Tech University, Lubbock

**(R) Going Digital: Digital Strategy and Museums
LIVE STREAMING SESSION**

Conference Center 2 – Abilene Civic Center

Museums face increasing pressure from our visitors, the press and each other to "go digital." But what does "going digital" mean? How do we go about doing it? How will we know when we're done? And what is "digital" anyway? Is it just a fancy word for technology, or is it something more? In this session, the speakers will explore these questions by presenting the latest research on digital strategy and the ways in which it has been

applied to museums, from both theoretical and practical perspectives. Other topics addressed will include how to align your digital strategy with your museum's overall strategic plan and vision, how to identify the right tools, how to weave technology into your museum's operation, and how to know when to pivot to new approaches.

Chair:

Eric Ames, Curator of Digital Collections, Baylor University, Waco

Presenters:

Alex Freeman, Senior Director, Membership & Special Projects, The New Media Consortium, Austin

Koven Smith, Director of Digital Adaptation, Blanton Museum of Art, Austin

Mary Beth Farrell, Communications Manager, Dr Pepper Museum & Free Enterprise Institute, Waco

(ED/R) Social Learning Events for Millennials

Conference Center 3 – Abilene Civic Center

Social Learning Events have proven to be successful ways to encourage repeat visits by Millennials. In an era of consumable screen culture, these audiences seek relevant, social, participatory experiences which integrate traditional processes and current media/ technologies. This session will provide successful programming examples from Texas Museums who have prioritized the creation of these experiences for their communities. This session will also offer successful ideas to cultivate your Millennial audience as future donors without alienating your current support base.

This session is endorsed by MELT, the Museum Emerging Leaders of Texas Affinity Group.

Presenting Chair:

Jennifer Korolenko, Curator of Education, Forsyth Galleries, Texas A&M University, College Station

Presenters:

Elaina Cunningham, Associate Director for Community Engagement, Panhandle-Plains Historical Museum, Canyon

Heather Singh, Associate Director of Gallery Education, Thinkery, Austin

Rebecca Bridges, Programming and Interpretation, The Grace Museum, Abilene

Rebekah Coleman, Curator of Education, San Angelo Museum of Fine Arts, San Angelo

(A/C/E) Small Museum Round Table

Conference Center 4 – Abilene Civic Center

The Small Museum Roundtable will feature speakers who focus on topic in exhibits, marketing, volunteer programs and collections management. Participants will gather to discuss problems, swap ideas, and to network with various museum professionals looking to reach out to other TAM members and institutions for collaborative expertise.

Chair:

Daniel Schlegel, Jr., Executive Director, Scurry County Museum, Snyder

Presenters:

Johnny Robertson, Owner, Robertson Museum Projects, Roanoke

Coleman Hampton, Curator, Central Texas Area Museum, Salado

Amy Rogers, Director, 1940 Air Terminal Museum, Houston

Laurel Lamb, Curator, Scurry County Museum, Snyder

Annelorre Robertson, Director, Fredda Turner Durham Children's Museum, Museum of the Southwest, Midland

- 3:00 pm – 3:15 pm Break**
- 3:15 pm – 4:15 pm Regional Group Meetings (@ Abilene Civic Center)**
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|---|---------------------|
| SETMA – South East Texas Museum Association | Conference Center 1 |
| AMP – Austin Museum Partnership | Conference Center 2 |
| MAW – Museum Association of Waco | Conference Center 3 |
| BMA – Border Museum Association | Red Carpet Lobby |
| NETMA – North East Texas Museum Association | Red Carpet Lobby |
| NWTMA – North West Texas Museum Association | Conference Center 4 |
- 4:30 pm Exhibit Hall closes**
- 4:30 pm Last trolleys leave Abilene Civic Center to return to hotels**
- 4:30 pm – 11:00 pm Exhibitor break down and load out**
- 5:00 pm Buses start loading at hotels and leave for Albany evening event**
- 6:00 pm – 9:00 pm Albany Evening Event**

FRIDAY, APRIL 7, 2017

- 6:00 am Abilene Civic Center opens (to staff)**
- 7:00 am Trolleys start running between hotels and Abilene Civic Center**
- 7:30 am – 11:00 am Abilene Civic Center opens to attendees
Registration Booth Open**
- 7:30 am – 8:30 am Breakfast in Exhibit Hall**
- 8:30 am – 9:45 am Sessions**

(A) Human Resources: What You Don't Know Can Hurt You (Intermed.)

LIVE STREAMING SESSION

Conference Center 2 – Abilene Civic Center

Whether you work in a museum with its own dedicated human resources department, are supported by the HR staff of your parent organization, or struggle to fit HR duties into your job description as a staff of one, human resource management is an important function of every museum. This session will examine current trends and hot topics in museum and non-profit HR from two distinct points of view: that of an employment

attorney and of a museum HR manager. Attendees will have an opportunity to submit questions before the session and ample time will be reserved for Q&A after the formal presentations.

Chair:

Amanda Dyer, Assistant Director, Texas A&M University Art Galleries, College Station

Presenters:

A. John Harper III, Shareholder, Littler Mendelson, P.C., Houston

3rd speaker TBD

(C) To Lend or Not / To Borrow or Not

Conference Center 4 – Abilene Civic Center

Cultural institutions borrow and lend works of art for small projects, for large exhibitions, for a few months or for several years. How do you prepare to engage in Lending or Borrowing? What steps do you take internally before your museum sends out a request to borrow something? Do you have a procedure in place to report back to the lender the success of your project and thank them? Each institution has different procedures and requirements that include anything from the normal crate to microclimates, multiple couriers, additional security, alarms, etc. We will discuss the logistics of preparing to borrow and being prepared to lend, from the most common aspects we are familiar with, to questions you might have not considered prior to now, to be better prepared for your loans in the future – those going out and those coming into your institution.

Presenting Chair:

Carolyn Spears, Director, Stone Fort Museum, Nacogdoches

Presenters:

Evelyn Montgomery, Director of Collections and Exhibitions, Dallas Heritage Village, Dallas

Maggie Williams Bond, Senior Assistant Registrar, Museum of Fine Arts, Houston

(E) Film and Video in Museums

Conference Center 3 – Abilene Civic Center

We all know films are a powerful medium for storytelling. Many museums today are using films and video in exhibits and still many are not. This session will give an introduction to current uses of films in museums through case studies and will give practical ways to produce films for use in your museum. This panel will provide an overview of planning considerations for a film project, the various cost-models associated with film projects and lessons they've learned from real film projects. Attendees will leave the discussion with an understanding of the filmmaking process, ideas for deployments in their museums and inspiration from the films to be shown as examples in this session.

Presenting Chair:

Jeff Salmon, Executive Director, Frontier Texas, Abilene

Presenters:

Lee Kirgan, Owner, Kirgan Creative Media, Abilene

Rebecca Bridges, Programming and Interpretation, The Grace Museum, Abilene

(ED) Adult Touring By Design

Conference Center 1 – Abilene Civic Center

This session will focus on specific strategies to build and maintain a quality docent-guided tour program for adult visitors. Participants will view and discuss video clips highlighting strategies that promote shared authority and interactivity within adult tours, while also giving adults the content they want. Participants will take away specific ideas that are economical, efficient, effective and adult visitor-approved. This session will focus on specific strategies to build and maintain a quality docent-guided tour program for adult visitors.

Session speakers include docents from the AMCAA Corps who will provide the volunteer's perspective on changes in training, new touring techniques and visitor response.

This session is endorsed by AAG, the Art Affinity Group.

Presenting Chair:

Nancy Strickland, Distance Learning and Docent Manager, Amon Carter Museum of American Art, Fort Worth

Presenters:

Docent Corp Representative, Amon Carter Museum of American Art, Fort Worth

9:45 am – 10:15 am Break in Abilene Civic Center Foyer

10:15 am – 11:30 am Sessions

(A/R) Are You Tired of Surveys? So Am I: Choosing The Right Museum Assessment Tool (Intermed.)

Conference Center 4 – Abilene Civic Center

Effective evaluation of your museum exhibitions, marketing, educational programming and other operations is an essential function of museum work. But with so many methods of evaluation at your fingertips, how do you know which evaluation tool is right for your specific project? And how do you ensure the tool you choose is formulated in a way that produces data that will move your institution forward? After learning about options for evaluation that go beyond surveys, attendees will learn how one Texas museum utilizes a logic model to outline how a project will be assessed and then uses the model as a roadmap to implement and track those assessment efforts throughout the project.

Chair:

Jessica Outten, Visitor Services Manager, Mayborn Museum Complex, Waco

Presenters:

Kate Betz, Director of Education, Bob Bullock Texas State History Museum, Austin

Sarah Coles, Education Director, Corpus Christi Museum of Science and History, Corpus Christi

Dr. Arthur E. Hernandez, Visiting Professor, Dreeben School of Education, University of the Incarnate Word, San Antonio

(E/ED) Program Development on the Fly: Using Evaluation to Improve Programs and Exhibits While They're Happening (Intermed.)

Conference Center 1 – Abilene Civic Center

What do a tinkering studio, a community outreach program, an exhibit and a National Park Site have in common? They all have to prototype and evaluate! Hear from four different institutions about a program or exhibit they have recently developed or modified, including details on data collection methods, observation methods and visitor evaluation methods. Each speaker will present for 12 minutes, leaving plenty of time for discussion and collaboration among participants. Come ready to talk about how your museum evaluates!

This session is endorsed by HSHAG, the Historic Sites and Houses Affinity Group.

Chair:

Charlie Walter, Director, Mayborn Museum Complex, Waco

Presenters:

Emily Clark, Design Den Coordinator, Mayborn Museum Complex, Waco

Matthew Doyen, Graduate Student, Department of Museum Studies, Baylor University, Waco
Sarah Miller, Graduate Student, Department of Museum Studies, Baylor University, Waco
Raegan King, Site Manager, Waco Mammoth National Monument, Waco
Meredith Doby, Exhibits Director, The Doseum, San Antonio

(A/R) Making History Relevant

Conference Center 3 – Abilene Civic Center

The History Relevance Campaign is a diverse group of history professionals posing questions about what makes the past relevant today. HRC believes history can have more impact when it connects the people, events, places, stories and ideas of the past with people, events, places, stories and ideas that are important and meaningful to communities and audiences today. This session will bring attendees up-to-date on HRC's activities and how the national campaign can be utilized and used as a tool at the local level. Attendees will learn from the real-world application of Dallas Heritage Village, where making the museum relevant to the community has become central to operations. Attendees will hear examples of local and national advocacy and how community involvement can equate to having champions when the going gets rough.

This session is endorsed by DIVCOM, the TAM Diversity Committee Affinity Group.

Presenting Chair:

Melissa Prycer, Executive Director, Dallas Heritage Village, Dallas

Presenters:

John Dichtl, President & CEO, American Association for State and Local History, Nashville

(C) Beyond the Disaster

Conference Center 2 – Abilene Civic Center

LIVE STREAMING SESSION

Bad things happen to good museums. Creating and testing a comprehensive Emergency Preparedness/Disaster Recovery Plan is critical to insuring your museum not only recovers from, but possibly even prevents a disaster that can disrupt your museum's daily operations, communications and even fundraising. But what happens when an emergency or disaster occurs and your plan gets put to the test? Does the plan pass muster? From floods to fires to mold, hear how several museums planned for emergencies, how effective their plans were and what they learned while in the midst of the emergency and how they adapted their plans after the crisis. Then, embrace your inner pessimist by learning how one museum uses tabletop exercises to test various disaster scenarios in their emergency plan and how the museum also developed a Continuity of Operations Plan - a step-by-step, phase-by-phase guide for returning to normal operations after any disaster, great or small.

Presenting Chair:

Amanda Cagle, Collections Manager, Texas A&M University Art Galleries, College Station

Presenters:

Jennifer Landry, Curator of Collections and Exhibitions, National Scouting Museum, Irving

Scott Peck, Co-Director/Curator, Museum of Biblical Arts, Dallas

11:30 am

Trolleys (for those who choose not to walk) leave Abilene Civic Center for the Paramount Theatre (just a few blocks away)

12:00 pm – 2:00 pm **Box Lunch and Forum @ Paramount Theatre**
TAM Annual Business Meeting
Wilder / TAMMIE / Trustee Awards presentation

Forum: Fostering Growth in Small Urban Centers

Abilene is a textbook example of how the introduction of history, art, and culture into a declining downtown can revitalize the area and create a destination for community members and tourists alike. During this panel discussion, team members who were integral to the rejuvenation of this urban Texas jewel will discuss the ups and downs of the project - from its earliest stages to its current efforts and future plans. Their stories and insights, presented from the stage of the beautiful and historic Paramount Theatre, may even inspire you to transform your own community!

Presenting Chair:

Betty Hukill, Director, Paramount Theater, Abilene

Presenters:

Gary McCaleb, Vice President, Abilene Christian University, Abilene

Lynn Barnett, Executive Director, Abilene Cultural Affairs Council, Abilene

Larry Gill, Executive Director/Vice President, Dodge Jones Foundation, Abilene

Rick Weatherl, Architect/Owner, Weatherl & Associates, Abilene

Doug Peters, President & CEO, Abilene Chamber of Commerce, Abilene

2:00 pm **Trolleys run from Paramount Theatre to hotels**

2:00 pm **TAM Annual Meeting Closes**